

<b>Notice of Allowability</b>	<b>Application No.</b> 10/733,625	<b>Applicant(s)</b> BENNETT ET AL.
	<b>Examiner</b> DAVID E. ENGLAND	Art Unit 2443

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 01/20/2011.

2.  The allowed claim(s) is/are 1, 14 - 16, 18, 20 - 25, 28, 29 and 32.

3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)  All b)  Some\* c)  None of the:

1.  Certified copies of the priority documents have been received.

2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.

3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5.  CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

(a)  including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.

(b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1.  Notice of References Cited (PTO-892)

5.  Notice of Informal Patent Application

2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)

6.  Interview Summary (PTO-413),  
Paper No./Mail Date 02/09/2011.

3.  Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_.

7.  Examiner's Amendment/Comment

4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material

8.  Examiner's Statement of Reasons for Allowance

9.  Other \_\_\_\_\_.

/David E. England/  
Primary Examiner, Art Unit 2443

**EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Marcia L. Doubet on 02/09/2011.

The application has been amended as follows:

2. Claim 1 (currently amended): A computer-implemented method of enabling users to subscribe to content in a computing environment without initiating a subscription process, comprising:
  3. identifying a content access behavior pattern of a user;
  4. responsive to the identifying, consulting a mapping that associates content access behavior patterns of users with corresponding candidate content subscriptions to be offered to users exhibiting the associated content access behavior patterns, thereby determining a selected one of the candidate content subscriptions which corresponds to the identified content access behavior pattern of the user, the selected one indicating a subset of content generated by a content source;
  5. offering, to the user on a graphical user interface device, a subscription to the subset of the content by rendering a subscription interface for the subset, the subscription interface

comprising a Web page which is distinct from a Web page usable for rendering the content generated by the content source;

6. responsive to acceptance of the offered subscription by the user, storing a trigger document associated with the user and the content, the trigger document specifying at least one condition associated with the subset; and

7. subsequently evaluating a then-current version of the content generated by the content source, using the at least one condition specified in the trigger document, to determine whether a then-current version of the subset of the then-current version of the content is considered a match to the at least one condition, and if so, automatically sending the then-current version of the subset to the user as subscribed-to content of the subscription and also scheduling an interval of time on an electronic calendar of the user, wherein the interval of time is specified in the trigger document along with an indication of when the interval of time can be scheduled on the electronic calendar.

8. Claim 20 (currently amended): A system for enabling users to subscribe to content in a computing environment without initiating a subscription process, comprising:

9. a computer comprising a processor; and instructions which are executable, using the processor, to perform functions comprising:

10. identifying a content access behavior pattern of a user;

11. responsive to the identifying, consulting a mapping that associates content access behavior patterns of users with corresponding candidate content subscriptions to be offered to users exhibiting the associated content access behavior patterns, thereby determining a selected

one of the candidate content subscriptions which corresponds to the identified content access behavior pattern of the user, the selected one indicating a subset of content generated by a content source;

12. offering, to the user, a subscription to the subset of the content by rendering a subscription interface for the subset, the subscription interface comprising a Web page which is distinct from a Web page usable for rendering the content generated by the content source;

13. responsive to acceptance of the offered subscription by the user, storing a trigger document associated with the user and the content, the trigger document specifying at least one condition associated with the subset; and

14. subsequently evaluating a then-current version of the content generated by the content source, using the at least one condition specified in the trigger document, to determine whether a then-current version of the subset of the then-current version of the content is considered a match to the at least one condition, and if so, automatically sending the then-current version of the subset to the user as subscribed-to content of the subscription and also scheduling an interval of time on an electronic calendar of the user, wherein the interval of time is specified in the trigger document along with an indication of when the interval of time can be scheduled on the electronic calendar.

15. Claim 21 (currently amended): A computer program product for enabling users to subscribe to content in a computing environment without initiating a subscription process, the computer program product comprising at least one computer usable hardware storage medium

having computer usable program code embodied therein, the computer usable program code operable for:

16. identifying a content access behavior pattern of a user;
17. responsive to the identifying, consulting a mapping that associates content access behavior patterns of users with corresponding candidate content subscriptions to be offered to users exhibiting the associated content access behavior patterns, thereby determining a selected one of the candidate content subscriptions which corresponds to the identified content access behavior pattern of the user, the selected one indicating a subset of content generated by a content source;
18. offering, to the user, a subscription to the subset of the content by rendering a subscription interface for the subset, the subscription interface comprising a Web page which is distinct from a Web page usable for rendering the content generated by the content source;
19. responsive to acceptance of the offered subscription by the user, storing a trigger document associated with the user and the content, the trigger document specifying at least one condition associated with the subset; and
20. subsequently evaluating a then-current version of the content generated by the content source, using the at least one condition specified in the trigger document, to determine whether a then-current version of the subset of the then-current version of the content is considered a match to the at least one condition, and if so, automatically sending the then-current version of the subset to the user as subscribed-to content of the subscription and also scheduling an interval of time on an electronic calendar of the user, wherein the interval of time is specified in the trigger

document along with an indication of when the interval of time can be scheduled on the electronic calendar.

21. Claim 26 (Cancelled)
22. Claim 27 (Cancelled)
23. Claim 30 (Cancelled)
24. Claim 31 (Cancelled)
25. Claim 33 (Cancelled)
26. Claim 34 (Cancelled)

**Conclusion**

27. Claims 1, 14 - 16, 18, 20 - 25, 28, 29 and 32 are allowed.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DAVID E. ENGLAND whose telephone number is (571)272-3912. The examiner can normally be reached on Mon-Thur, 7:30-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tonia Dollinger can be reached on 571-272-4170. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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